





E:WBZREG  
-1100,Fairfield Dr.  
West Palm Beach, FL 33407

Menzter Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

**Contract #** 1336365  
**Schedule Dates** 10/02/12-10/08/12  
**Advertiser** American Crossroads (41509)  
**Agency** Menzter Media Services (1381)  
**Product** POLITICAL ISSUE (ms) (1187)  
**Brand** CANDIDATE ADVERTISM (461666)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** CLOUD,ELISE  
**Phone/Fax** /  
**CPE** 1775  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** AMER CROSSROADS 10/2

Date Entered	07/11/12	Entered By	Nancy Brutus	By Broadcast Month	Oct. 2012	Spots	68	Rate	\$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est. 10.0	Unapproved (NewL) on credit hold / SPOT	10/06/12-10/06/12	4	:30	7A- 9A (EST)							2	2	\$150.00	\$300.00	West Palm Beach (WPPEC)			7/13/12
Est. 11.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	3	:30	8P- 10P (EST)							2	2	\$1,000.00	\$2,000.00	West Palm Beach (WPPEC)			7/13/12
Est. 12.0	Unapproved (NewL) on credit hold / Prime	10/06/12-10/06/12	2	:30	10P- CBS-48 Hours Mystery (Saturday)							1	1	\$1,200.00	\$1,200.00	West Palm Beach (WPPEC)			7/13/12
Est. 13.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7A- 8A (EST)							1	1	\$150.00	\$150.00	West Palm Beach (WPPEC)			7/13/12
Est. 14.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	8A- 9A (EST)							1	1	\$200.00	\$200.00	West Palm Beach (WPPEC)			7/13/12
Est. 15.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	9A- 10:30A (EST)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPPEC)			7/13/12
Est. 16.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	2	:30	10:30A- 11:30A (EST)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPPEC)			7/13/12
Est. 17.0	Unapproved (NewL) on credit hold / SPOT	10/07/12-10/07/12	3	:30	7P- 8P (EST)							1	1	\$4,000.00	\$4,000.00	West Palm Beach (WPPEC)			7/13/12
Est. 18.0	Unapproved (NewL) on credit hold / Prime	10/07/12-10/07/12	3	:30	9P- CBS-The Good Wife (Sunday)							1	1	\$2,300.00	\$2,300.00	West Palm Beach (WPPEC)			7/13/12

## CONFIRMATION CONTRACT

Accepted-Agency: Menzter

Date:

Accepted-Station:

Date:

Comments:



WPEC-TV  
1100 Fairfield Dr.  
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Menzter Media Services  
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Advertiser	American Crossroads (#1509)
Agency	Menzter Media Services (1381)
Product	POLITICAL ISSUE (ms) (1187)
Brand	CANDIDATE ADVERTISM (461666)
Salesperson	TeleRep/DC, Washington DC (2995)
Sales Office	TeleRep Washington DC
Buyer Name	CLOYD,ELISE
Phone/Fax	/
CPE	1775
Account Types	National/Political Issue Agency, BRD
Billing Type	Weekly/Irregular
Comments	AMER CROSSROADS 10/2

Date Entered	07/11/12
Last Modified	
Entered By	Nancy Brutus
By Broadcast Month	
Oct-2012	
Spots	68
Grand Total	\$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 19.0	Unapproved (New!) on credit hold / Prime	10/07/12-10/07/12	4	:30	10P- CBS-The Mentalist (Sunday)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)			7/13/12
Est 20.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	9A- 10A (EST)							1	1	\$225.00	\$225.00	West Palm Beach (WPEC)			7/13/12
Est 21.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11A- 12P (EST)							1	1	\$300.00	\$300.00	West Palm Beach (WPEC)			7/13/12
Est 22.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	4P- 5P (EST)							1	1	\$375.00	\$375.00	West Palm Beach (WPEC)			7/13/12
Est 23.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	4	:30	5P- 6:30P (EST)							2	2	\$500.00	\$1,000.00	West Palm Beach (WPEC)			7/13/12
Est 24.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	5:30P- 6P (EST)							2	2	\$500.00	\$1,000.00	West Palm Beach (WPEC)			7/13/12
Est 25.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	7:30P- 8P (EST)							1	1	\$450.00	\$450.00	West Palm Beach (WPEC)			7/13/12
Est 26.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11:35P- 12:35A (EST)							2	2	\$300.00	\$600.00	West Palm Beach (WPEC)			7/13/12
Est 27.0	Unapproved (New!) on credit hold / SPOT	10/08/12-10/08/12	3	:30	11P- 11:35P (EST)							2	2	\$750.00	\$1,500.00	West Palm Beach (WPEC)			7/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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1100 Fairfield Dr  
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**Mentzer Media Services**  
600 Fairmount Ave  
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**Account Types**  
National/Political Issue Agency BRD  
**Billing Type**  
Weekly/Irregular  
**Comments**  
AMER CROSSROADS 10/2

### Contract # 1336365

Date Entered 07/11/12  
Last Modified

07/11/12

BL Broadcast Month Oct-2012

Spots 68

Rate \$42,700.00  
Grand Total: \$42,700.00

**Schedule Dates** 10/02/12-10/08/12  
**Advertiser** American Crossroads (41509)  
**Agency** Mentzer Media Services (1381)

**Product** POLITICAL ISSUE (ns) (1187)  
**Candidate Advertism** (461666)  
**TeleRep/DC**, Washington DC (2995)

**Brand** CLOYD,ELISE  
**Salesperson** /  
**Sales Office** TeleRep Washington DC

**Buyer Name** CLOYD,ELISE  
**Phone/Fax** /  
**CPE** 1775

**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,405.00  
**Net Total** \$36,295.00  
**Sales Tax**

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 28.0	Unapproved (New!) on credit hold /	10/02/12-10/05/12	3	:30	9A- 10A (EST)	4	X	X	X	X				4	\$225.00	\$900.00	West Palm Beach (WPEC)		7/13/12

### CONFIRMATION CONTRACT

Accepted/Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

*WPEC # 1336365*

Total Charges: \$42.700

This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12  
Date

Stephanie May  
Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

Lillie K. Roberts  
Signature

Lillie K. Roberts  
Printed Name

Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Miskam  
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria  
66 Cannon Ctr. Plaza, Suite 555  
Alexandria, VA 22314

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: AVACs + Rates

Final Disposition: Order Placed #42,700

If Committee, list officers and position: Treasurer: Marjee Clancy

TAKEN BY: Cheryl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

T' Rip Wash